

From: [Rena Leddy](#)
To: [Kwong, Joy](#)
Cc: [Kent Smith](#)
Subject: RE: Question about Fashion District
Date: Friday, July 31, 2015 12:40:27 PM
Attachments: [Executive Summary MarketAnalysis of Los Angeles.pdf](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.png](#)
[image013.png](#)

Hi Joy,

The last time we had a market analysis done was 2011 (see attached executive summary). The numbers are definitely even better now. We have had an increase in interest for creative office space as well as mixed use/residential. In 2011, the sales generated in the Fashion District, which includes the Flower District, were \$10.1 billion annually. This is an underestimate as many of the businesses are cash only.

I hope this helps.

Rena

From: Kwong, Joy [mailto:Joy.Kwong@colliers.com]
Sent: Friday, July 31, 2015 12:01 PM
To: Rena Leddy <rena@fashiondistrict.org>
Subject: Question about Fashion District

Hi Rena,

Lauren Schlau works down the hall from me and recommended I speak to you.

I'm an appraiser with Colliers. I'm working on the appraisal of the building at 11th/Main. I wanted to get an idea of the Fashion District's impact on LA's Economy. And also the demand for a creative office property like the building at 11th/Main.

Any statistics you might have on the impact that the Fashion Industry has on LA would be much appreciated.

On a personal note, I also live in the Fashion District so I'm curious to know for personal reasons as well.

Thank you,

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From: Lauren Schlau [<mailto:laurens@lsconsult.com>]
Sent: Friday, July 31, 2015 11:41 AM
To: Kwong, Joy
Cc: Kimberly Ritter
Subject: Contacts

Fashion Dist., Rena Leddy (rena@fashiondistrict.org)
LAEDC, Kimberly Ritter: kimberly.ritter@laedc.org

Warm regards, Lauren



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